

AI infusion: How are the UK's leading organisations preparing for the future?

There's no denying that organisations across the UK's commercial sector are opening their eyes to the possibilities of what AI can bring to each industry. From operational efficiency, to data-driven culture, to improved customer experience, AI can bring value to every area of a business.

We met with 5 leading organisations in the commercial sector to learn how they are gearing up to adopt AI technologies into their IT strategy and prepare for the future.



Data is abundant these days, especially in television production. We watch hundreds of hours of video content and the way we manage, collate and use it can take up a lot of man hours.

We are using the same manual processes as we did 20 years ago because there hasn't been anything new to try. It's time to get creative. We want to bring the world of technology and production together as we see a huge opportunity to transform the way we manage our data.

We are interested in using AI to form a voice to text recognition platform where AI runs

through the data (the video), converts it into text, organises it and pulls out the most relevant data so we don't have to. By taking away the linear approach to data organisation, we can make production far more efficient, saving huge amounts of time and resources.

This kind of technology has finally come into the picture and now it's time to take it to a new level, but we have to trust it. It all comes down to rewriting culture and helping the decision makers to understand there are tools available to bring technology into the sphere of what we do and being as creative as we can.

Keren Aarons
Head of Digital Innovation



The thing with AI is that you've got to trust that you're going to achieve something with it. When it comes to buying cars in the automotive industry, there's a huge number of nuances that can affect the buyers' decision, they want to see it, feel it, they want to know exactly what they are getting for their money. One question, for example is, can we trust an AI-infused machine to understand a cars' features and then place a value on it?

Today, we are building software that addresses issues of the past. The next stage is looking at how we can improve operationally, driving efficiencies and creating a true omni-channel experience. What comes after? That is a relative unknown! However, from a tech perspective, when the future arrives we want to be on the front foot, ready to innovate with whatever technologies help to deliver business value.

It's vital we understand the capabilities of AI because it means taking big leaps into the unknown. What we can do is bring data to the forefront of our strategy. Once we've got that right and we have a good handle on our data, everything else will grow from there.

Ian Stacey
Head of Software Development



We have already seen AI technology used for fraud detection within the banking sector, specifically to identify a customer using voice recognition technology.

In many banking contact centres, employees are targeted to complete customer calls in a certain number of minutes and one process that eats a lot into that time is security questions. By identifying the customer simply through their voice, we can shave minutes off customer calls, saving both parties a lot of time. So in this instance, the element of trust goes the other way in that AI must be trusted by the customer too.

Not only can voice recognition be used for identification purposes, it can also be used to detect stress levels in the voice when a customer is feeling frustrated (we've all been there) and raise issues when further steps need to be taken.

Trust barriers aside, voice recognition can actually be really beneficial in the banking sector, removing a number of human processes to make the customer experience much smoother and in turn improving customer engagement.

Danny Larah
Consultant



For a direct to consumer business like ourselves, we are more likely to buy a solution that has AI built in rather than buy 'AI' as such. We use technology as a tool to differentiate us from competitors, we've built capabilities that set us apart from the rest to bring our customers the best possible experience with us.

One of the biggest changes internet retailers have already seen is the AI algorithms used by Instagram to transform the online buying experience. It's now more accessible than ever to buy online and shoppers don't even have to leave the Instagram app to purchase goods. So from

a marketing perspective, strategies will certainly have to be more technology led to keep up with customer expectations.

Our microservices architecture puts us in a good position when new channels become available as using the same technology across the business makes for easy transitions. It's important to us that we make ourselves futureproof and put trust into our own capabilities for when the time is right to adopt new-age technology.

Nik Southworth
CTO

AI technology is changing the way the world does business. And we believe that when designed with people at the core, AI can extend your organisations' capabilities, free you up for more creative and strategic endeavours, and help you or your organisation achieve more than you ever thought possible.

To find out how we can integrate AI technology into your business, click here.

